

## Message Text

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PAGE 01 BERLIN 05126 280901Z

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ACTION EUR-12

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FM AMEMBASSY BERLIN

TO USDOC WASHDC PRIORITY

INFO/SECSTATE WASHDC PRIORITY 0298

AMEMBASSY VIENNA

USMISSION USBERLIN UNN

UNCLAS BERLIN 5126

COMMERCE FOR BEWT THOMPSON

VIENNA FOR EWTC VONTILLIUS

E.O. 11652: N/A

TAGS: BEXP,GE, AU

SUBJECT: 1975 LEIPZIG SPRING FAIR BUSINESS DEVELOPMENT OFFICE

REF: A) BERLIN 5069; B) STATE 1405; C) STATE 269597;

D) BERLIN 5125

SUMMARY: EMBASSY AND EWTC OFFICERS, DURING DISCUSSIONS IN VIENNA JANUARY 22-24, DECIDED TO RECOMMEND TO USDOC THAT WE DEPEND PRIMARILY ON EWTC RESOURCES TO FURNISH BDO, BEEPING LEIPZIG FAIR AUTHORITY INVOLVEMENT IN PROJECT AND OUR EXPENSES TO MINIMUM. WE ALSO DEVELOPED BUDGET ESTIMATES BASED ON THESE RECOMMENDATIONS. ACTION REQUESTED. USDOC APPROVAL BY JANUARY 29 OF OUR PLANS, WHICH WERE SUBMITTED TO BEWT BY EWTC TELEX ON JANUARY 24, AND PROVISION OF REQUIRED FISCAL DATA. END SUMMARY.

1. CONSIDERING JANUARY 31 DEADLINE FOR MAKING OUR REQUIREMENTS KNOWN TO LEIPZIG FAIR AUTHORITY (LFA), LITTLE TIME REMAINING BEFORE MARCH 9 OPENING OF FAIR ITSELF, AND BUDGETARY AND PERSONNEL CONSTRAINTS OF EMBASSY AND EWTC, EMBASSY BERLIN AND EWTC VIENNA OFFICERS DECIDED, DURING CONSULTATIONS IN VIENNA JANUARY 22-24, TO RECOMMEND TO USDOC THAT:

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PAGE 02 BERLIN 05126 280901Z

A) EWTC PROVIDE VIRTUALLY ALL BDO FURNISHINGS, INCLUDING INTERIOR PARTITIONS AND SHELVING FOR CATALOGS, PLUS PERSONNEL TO ASSIST IN ASSEMBLING AND DISASSEMBLING OF BOOTH;

C) \$14,750 BE BUDGETED FOR OUR PARTICIPATION; AND COMMERCE

D) A COMMERCE OFFICER BE MADE AVAILABLE TO STAFF THE BDO THROUGHOUT THE FAIR.

2. RECOMMENDATIONS A) AND B) ABOVE RESULTED FROM DUAL OBJECTIVES OF ASSURING THAT USG EXHIBIT REQUIREMENTS TO BE SATISFIED AND THAT COSTS BE HELD TO MINIMUM CONSISTENT WITH ACHIEVING THESE REQUIREMENTS. PROPOSED BUDGET ENCOMPASSES ALL ENVISAGED EXPENDITURES EXCEPTING TRAVEL AND PER DIEM COSTS OF USDOC OFFICER FOR BDO. OUR PLANS FOR PREPARATIONS OF BDO ARE AS FOLLOW:

A) EMBASSY OFFICER TO VISIT LEIPZIG ON JANUARY 31 (DEADLINE SET FOR USG BY LFA, WHICH IS ONE MONTH LATER THAN LIMIT SET FOR OTHER EXHIBITORS) TO ACCOMPLISH NECESSARY PAPER WORK, AND DISCUSS WITH FAIR ARCHITECT OUR REQUIREMENTS AND OBTAIN COMMITMENT TO THEIR FULFILLMENT AT EARLIEST POSSIBLE DATE;

B) EWTC OFFICER (VONTILLIUS) AND LOCAL EMPLOYEE (GUNTHER HURT) TO TRAVEL TO LEIPZIG WEEK OF FEBRUARY 10 (OR, IF PREFERABLE, FEBRUARY 17) TO PREPARE BOOTH AND SET-UP INTERIOR WALLS WHICH WILL HAVE BEEN TRANSPORTED TO LEIPZIG BY A VIENNA FORWARDER;

C) EMBASSY OFFICER (BLOCH), INDUSTRY EXPERTS AND USDOC OFFICER TO ARRIVE IN LEIPZIG ABOUT MARCH 6 OR 7 TO MAKE LAST-MINUTE PREPARATIONS PRIOR TO OPENING OF FAIR; AND

D) EWTC OFFICER AND LOCAL EMPLOYEE RETURN TO LEIPZIG ON MARCH 17 TO DISASSEMBLE BDO AND ARRANGE FOR SHIPMENT OF FURNITURE AND WALL COMPONENTS TO VIENNA.

3. ACTION REQUESTED. SO THAT WE CAN GO FORWARD WITH THESE PLANS IN WHAT LITERALLY WILL BE RACE AGAINST TIME, WE REQUIRE URGENTLY (AND AS REGARDS A) AND B) BELOW NO LATER THAN COB UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BERLIN 05126 280901Z

JANUARY 29);

A) USDOC APPROVAL OF PROPOSED BUDGET AND PROVISION OF NECESSARY FISCAL DATA SO THAT EMBASSY ' . CONTRACTING OFFICER CAN SIGN CONTRACT WITH LEIPZIG FAIR AUTHORITY AND SO THAT EMBASSY AND EWTC OFFICERS CAN PERFORM ESSENTIAL TRAVEL;

B) USDOC APPROVAL/COMMENTS REGARDING PLANS FOR BDO AS

OUTLINED REF (A), AND AS ELABORATED DURING VONTILLIUS/  
THOMPSON TELECON OF JANUARY 23;

C) CONFIRMATION BY USDOC THAT IT WILL MAKE AN OFFICER  
(TREICHEL) AVAILABLE TO STAFF BDO THROUGHOUT FAIR; AND

D) BIOGRAPHIC DATA ON INDUSTRY EXPERT SCHULTZ AND ANY  
OTHER MATERIAL WHICH SHOULD BE CONSIDERED FOR INCLUSION IN  
PRESS RELEASES AND/OR BROCHURES WE PLAN TO PRINT AND  
DISTRIBUTE AS PART OF OUR ADVANCE PUBLICITY CAMPAIGN.

4. COMMENT: ADDRESSEES SHOULD BE AWARE THAT IN ADDITION TO  
PROBLEMS (SHORTNESS OF TIME AND FUNDS) OF WHICH WE ARE ALL  
AWARE, EMBASSY BERLIN CAN DEVOTE ONLY LIMITED PERSONNEL  
RESOURCES TO ADVANCE PREPARATIONS FOR AND STAFFING OF BDO.  
EMBASSY ADMINISTRATIVE SECTION IS SHORHANDED AND IS FULLY  
OCCUPIED WITH TASKS RELATING TO ESTABLISHMENT OF A NEW POST  
(NOW OPEN LESS THAN TWO MONTHS) IN A DIFFICULT HOSTILE ENVIRONMENT.  
ECONOMIC/COMMERCIAL SECTION (ONE FSO; NO LOCALS)  
HAS NUMEROUS DEMANDS ON ITS TIME OTHER THAN ADVANCE  
PROMOTION FOR AND PLANNING/CONSTRUCTION OF BDO. UNLESS PROMPT AND  
FORTHCOMING RESPONSES TO ABOVE REQUESTS ARE PROVIDED, EMBASSY  
BELIEVES IT WILL HAVE NO RESOURCE BUT TO RECOMMEND THAT PLANS

FOR A FIRST USG OFFICIAL PARTICIPATION IN THE LEIPZIG FAIR BE  
POSTPONED UNTIL SEPTEMBER 1975. THIS WOULD BE MOST UNDESIRABLE  
IN OUR VIEW CONSIDERING THE SETBACKS OF RECENT WEEKS TO THE  
CAUSE OF IMPROVED US-EE ECONOMIC/COMMERCIAL RELATIONS IN GENERAL  
AND SUCH US-GDR TIES IN PARTICULAR. HOWEVER, SUCH A COURSE  
OF ACTION WOULD BE PREFERABLE TO A LEIPZIG DEBUT WHICH WOULD  
REFLECT POORLY ON THE U.S. COOPER

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